

Programme on

# Value Creation through Strategic Leadership

June 23-25, 2025  
August 11-13, 2025  
September 08-10, 2025  
November 17-19, 2025



**Administrative Staff College of India**  
(accredited as उत्कृष्ट by Capacity Building Commission, GoI)

## PROGRAMME OVERVIEW

Creating and sustaining value is key to long-term success in today's dynamic business environment. This Three-Day Masterclass on Value Creation through Strategic Leadership equips leaders with the tools, strategies, and frameworks to drive value creation across their organisations and gain the strategic edge to drive long-term value.

Drawing on insights from global business management research and cutting-edge practices, this programme explores the key drivers of value creation—from corporate strategy and financial management to leadership and organisational alignment. Participants will leave with actionable insights and a clear roadmap for creating sustainable business value.

## IMPACT

- ◆ **Strategic Clarity:** Develop a clear approach to creating and sustaining business value.
- ◆ **Leadership Excellence:** Align leadership practices with value-driven goals.
- ◆ **Operational Execution:** Gain practical tools to drive execution effectively.
- ◆ **Customer-Centricity:** Understand customer needs to foster loyalty.
- ◆ **Financial Acumen:** Master financial strategies for growth and sustainability.
- ◆ **Networking:** Engage with peers and industry experts.

## CONTENT

### Day 1

#### Strategic Thinking & Business Value Creation

- ◆ **Understanding Value Creation:**
  - ▶ What is value creation? (Economic Value Added, Shareholder Value, Stakeholder Value).
  - ▶ The role of strategy in value creation (OAS Framework: Objectives, Advantage, Scope).
  - ▶ Case studies: Companies that excel in value creation.
- ◆ **Strategic Positioning and Competitive Advantage:**
  - ▶ Porter's Five Forces and Industry Analysis.
  - ▶ Building a system of competitive advantage (low cost vs. differentiation).
  - ▶ Avoiding the "commoditisation trap" and creating unique value propositions.

### Day 2

#### Driving Value Through Leadership and Execution

- ◆ **Moving from Strategy to Execution:**
  1. The execution gap and how to close it.
  2. Business model innovation and pricing strategies for sustained value.
- ◆ **Leadership for Value Creation:**
  1. The role of leadership in aligning strategy and execution.
  2. Building high-performance teams and fostering a culture of innovation.
- ◆ **Operational Excellence and Execution:**
  1. Aligning organisational structure, processes, and incentives with strategic goals.
    - ▶ Overcoming execution challenges (e.g., resistance to change, misaligned goals).

### Day 3

#### Sustaining Value in a Dynamic Environment

- ◆ **Marketing and Customer-Centric Value Creation:**
  1. Understanding customer needs and segmentation.
  2. Building brand equity, fostering customer loyalty, and leveraging digital transformation.
- ◆ **Financial Strategies for Long-Term Value:**
  1. Value-based management (EVA, WACC, ROCE).
  2. Strategic portfolio management and capital allocation.
- ◆ **Insights from Business Gurus:**
  1. Insights from global leaders on sustaining value in turbulent markets

## PARTICIPANT PROFILE

- ◆ **Mid-to-Senior Level Managers:** Professionals leading teams, managing change, or driving strategic initiatives.
- ◆ **Business Leaders and Entrepreneurs:** Individuals aiming to enhance leadership effectiveness and create sustainable impact.
- ◆ **Emerging Leaders:** Aspiring leaders preparing to take on higher responsibilities and build essential leadership skills.

*Organisational sponsorship is essential*

## VENUE

The programme is fully residential and the participants will be accommodated in air-conditioned single occupancy rooms. The college does not provide accommodation for the family. The college is Wi-Fi enabled in a comprehensive way.

## PROGRAMME DURATION AND DATE

The programme duration is 3 days. The participants are expected to arrive a day before commencement and may leave after the conclusion of the programme.

The dates are as follows

1. **June 23-25, 2025**
2. **August 11-13, 2025**
3. **September 08-10, 2025**
4. **November 17-19, 2025**

## PROGRAMME FEE

**Residential Fee: Rs. 43,700/-** (US \$683 for foreigners) plus GST as applicable, presently 18% per participant. The fee covers tuition, board and lodging, courseware (in electronic form), and other facilities of the College including internet usage.

**Non-Residential Fee: Rs. 37,700/-** plus GST as applicable, presently 18% per participant. The fee covers tuition, courseware (in electronic form) working lunch, and other facilities of the College including internet usage.

A discount of 10% on the Programme fee will be given for three or more participants nominated by the same organisation, provided the payment is credited into our Bank account at least a week before the Programme Date.

**Note:** Kindly forward us the details of Bank/Wire transfer of **programme fee** to **poffice@asci.org.in** for confirmation

### Bank details are given below:

#### For Indian Participants :

Bank Account Number	62090698675
Beneficiary Name	Administrative Staff College of India
IFSC Code	SBIN0020063
Bank Name	State Bank of India
Branch Address	Bellavista Branch, Raj Bhavan Road, Somajiguda, Hyderabad - 500 082

#### For Foreign Participants:

Bank Account Number	62090698675
Beneficiary Name	Administrative Staff College of India
Swift Code	SBININBB327
Bank Name	State Bank of India
Branch Address	Bellavista Branch, Rajbhavan Road, Somajiguda, Hyderabad - 500 082.
Country	India

## MEDICAL INSURANCE

The nominees are requested to carry with them the proof of Medical Insurance. The sponsoring agency is required to endorse the nominees' medical coverage in the event of hospitalization.

## ASCI ALUMNI ASSOCIATION

Participants of the College programmes will automatically become members of the ASCI alumni association.

## CERTIFICATE OF PARTICIPATION

The College issues a Certificate of Participation on conclusion of the programme.

**Programme Director**

**Sri. Paparao Chintalapudi**

e-mail: [c.paparao@asci.org.in](mailto:c.paparao@asci.org.in)



## ABOUT ASCI

ASCI is the first management development institution set up in the country at the instance of the Government of India and industry in 1956 to impart state-of-the-art management education for practicing managers, a legacy that we proudly take forward with a strong alumni of over 1,76,500. We are proud of our alumni which includes the leaders of Indian industry and senior Civil Servants in the government, public sector undertakings to be a part of this unique organisation. We are thankful to you all for the support extended in the past and look forward to your continuing patronage in 2025-26.

Also, ASCI conducts customized programmes for Government of India, State Governments, Public Sector, Private Sector and various international organisations. Our experienced faculty bring to the table a wealth of academic credentials, rich industry exposure and act as a catalyst in the classroom discussions, case study analyses and tutorials. Our faculty also conduct international programmes which provide an exposure to the global best practices. In addition to this, faculty at ASCI also carry out large number of management research activities (typically about 100 each year) which helps them provide the much needed value addition in the training programmes. In addition, we conduct non-residential programmes at our New Delhi Centre as well as off-campus programmes at the venue of the client's choice.



### **Administrative Staff College of India**

Bella Vista, Raj Bhavan Road, Khairatabad,  
Hyderabad - 500 082, India.

**Telefax (Programmes Office) : 0091-40-23324365**

Mobile: 9246203535, Phone : 0091-40-66534247

Fax : 0091-40-66534356

### **College Park Campus**

Road No. 3, Banjara Hills,  
Hyderabad - 500 034.

Tel: 040-66720700 / 01 /02 /05

Fax : 040-66720725

### **Delhi Campus**

C-24, Institutional Area  
South of IIT, Behind Qutub Hotel  
New Delhi-110 016.

Tel: 011-26962204, 26961750, 26961850

**[www.asci.org.in](http://www.asci.org.in)**

## Nomination Form

### PROGRAMME ON

## VALUE CREATION THROUGH STRATEGIC LEADERSHIP

Please make photo copies in case of multiple nominations

Please tick the programme for which the nomination is made:

Batch No.	Programme Date	Tick one date
1	June 23-25, 2025	<input type="checkbox"/>
2	August 11-13, 2025	<input type="checkbox"/>
3	September 08-10, 2025	<input type="checkbox"/>
4	November 17-19, 2025	<input type="checkbox"/>

### Nominee's Information :

Name (Mr/Ms) :	_____	Date of Birth :	_____
Designation :	_____	Qualification :	_____
Organisation :	_____		
Address :	_____		
Phone(s) :	(Off) : _____	(Mobile) :	_____
		Home :	_____
e-mail :	_____	Fax :	_____

**Details of Nominating Authority**

Name of the Nominating Authority _____	
Designation _____	
Organisation	: _____
GSTIN No.	: _____
Address	: _____
	_____ Pincode : _____
Phone(s)	: (Off) : _____ (Mobile) : _____
e-mail	: _____ Fax : _____

**Payment Details**

Amount Payable :	Mode of Payment (DD/Chq/NEFT) :
Name of the Bank :	Date of Instrument/Transfer :
Instrument Number :	UTR Number for NEFT :

**Medical Insurance**

Name of the Insurance Agency	Policy Number	Validity upto
<b>Note</b> : Coverage should be available in Hyderabad, India		

Signature and Official Seal of the Nominating Authority :

NOTE : Forward nomination form to : **Mr. G. Sreenivasa Reddy, Programmes Officer**, Administrative Staff College of India, Bella Vista, Hyderabad-500 082. Phone : 0091-40-66534247, 66533000, Mobile: 9246203535, Fax : 0091-40-66534356, e-mail: [program@asci.org.in](mailto:program@asci.org.in)